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### **ABSTRACT**

A method for painting non-polar plastic substrates comprising the steps:

1. applying a pigmented paint layer consisting of a colour- and/or effect-imparting coating composition directly to the plastic substrate and
2. curing the pigmented paint layer thus obtained, wherein the applied colour- and/or effect-imparting coating composition comprises
  - A) 30 to 90% by weight of a conventional colour- and/or effect-imparting coating composition constitution, containing
    - Aa) at least one binder,
    - Ab) at least one colour and/or effect pigment,
    - Ac) at least one organic solvent and/or water and
    - Ad) optionally, conventional paint additives and
  - B) 10 to 70% by weight of an adhesion-promoting constitution, containing
    - Ba) at least one ethylene vinyl acetate copolymer,
    - Bb) at least one chlorinated rubber,
    - Bc) at least one chlorinated polyolefin and
    - Bd) optionally, organic solvents and/or water and conventional paint additives.